GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Municipal Administration & Urban Development Department – MEPMA – Establishment of TIDCO Livelihood Centers (TLCs) in 10 Locations of 9 Urban Local Bodies (ULBs) as part of Livelihood Promotions and under the “Walk to Work” Initiative – Permission Accorded - Orders –Issued.

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MUNICIPAL ADMINISTRATION AND URBAN DEVELOPMENT (UH) DEPARTMENT

G.O.MS.No. 26 Dated: 19-02-2025

Read the following:-

1. From the Mission Director, MEPMA, Guntur, through E- Office File, Computer No. 2665432, Lr.No.21/PMAY Funds/APTIDCO/ 2024-25, dt.27.01.2025.
2. From Mission Director, MEPMA, Tadepalli Lr. No. 4365/MEPMA/TIDCO/LH-Centres Dt. 12-02-2025.

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ORDER:

In the references read above, the Mission Director, MEPMA, Tadepalli has reported that the residents of TIDCO colonies are among the most vulnerable populations in urban areas, often relying on daily labour for subsistence. These families face multiple socioeconomic challenges, including unstable employment, lack of skill training, and limited access to livelihood opportunities. Many residents are forced to migrate due to a lack of local jobs, which further destabilizes their communities.

2. To address these challenges, the Mission Director has proposed the establishment of TIDCO Livelihood Centres (TLCs) in 10 locations across 9 Urban Local Bodies (ULBs) under the overarching objective of the Government’s “Walk to Work” initiative under PMAY scheme.

3. The proposed TIDCO Livelihood Centres aim to provide permanent infrastructure for sustainable livelihoods within TIDCO colonies. These centers will house a variety of enterprises, including production centers, garment units, food processing facilities, and micro, small, and medium enterprises (MSMEs). By creating economic opportunities within the community, TLCs will enable residents to work closer to home, fostering stability and reducing migration pressures. This approach not only ensures inclusive development but also aligns with DAY-NULM’s broader goal of achieving socioeconomic upliftment and poverty elimination through community-driven initiatives.

4. The Mission Director, MEPMA, has accordingly requested the Government to accord Administrative Sanction for the establishment of these TIDCO Livelihood Centers (TLCs) in 10 Locations of 9 Urban Local Bodies (ULBs) as part of Livelihood Promotions and under the “Walk to Work” Initiative.

5. After careful examination of the proposal, Government here by accord permission to the Mission Director, MEPMA, Tadepalli for the Establishment of TIDCO Livelihood Centers (TLCs) in 10 Locations of 9 ULBs as part of Livelihood Promotions and under the “Walk to Work” Initiative under PMAY Scheme. The proposed estimated cost of the project is Rs.71.88 Crores shall be met from the 9 ULBs as mentioned below table in column number 13, with reimbursement via sale proceeds.

6. The implementation of the project is detailed below:

1) Objective:

The TIDCO Livelihood Centres aim to create sustainable economic opportunities for urban poor families by providing permanent infrastructure and support for Neighborhood Business Units. This initiative will empower beneficiaries through skill development, entrepreneurship support, and market linkages. The project targets to provide employment opportunities to atleast 10% of the Households living in the respective TIDCO Centres.

(p.t.o)

2) Project Details:

Location: TLCs are proposed to be established in 10 TIDCO Colony sites across 9 ULBs, including Nellore, Rajahmundry, Chilakaluripet, Mangalagiri, Srikakulam, Pithapuram, Nandyal, Chittoor, and Visakhapatnam.

Infrastructure: Buildings will be constructed in Ground + 3 floors (G+3) patterns with uniform shop designs and standardized architectural features. The project will be executed by AP TIDCO in collaboration with UDAs concerned.

Shops: A total of 599 shops will be developed, with 315 shops proposed in Phase I and 284 shops proposed in Phase II.

3) Implementation:

- Nodal Agency: The Andhra Pradesh Township and Infrastructure Development Corporation (APTIDCO) will oversee the construction and infrastructure development.
- Coordination: The Mission for Elimination of Poverty in Municipal Areas (MEPMA) will coordinate skill training, marketing support, and entrepreneurship development.

4) **Funding:** The estimated cost of the project is ₹71.88 crore, to be met mentioned below table in column No.13, with reimbursement via sale proceeds.

Estimation of the TLCs:

S.No	ULB	Name of the TIDCO Locatin (GF+3)	Total HHs	Beneficiars (@10 %)	Total Shops to be established	Phase-I			Phase-II			Funds to be provided by
						(Feb - Jun, 2025)	Space in S.ft.	Cost in Cr.	(July - Nov. 2025)	Space in S.ft.	Cost in Cr.	
1	2	3	4	5 = 10/100*(Col. No. 3)	6 = Col. No. 5/5	7	8=7* 600	9=8* (Rs.2000)	10	11=10* 600	12=11* (Rs.2000)	13
1	Mangalagiri	V.Puram-I	1,728	173	35	20	12000	2.4	15	9000	1.8	CRDA
2	Rajahmundry	Bommur	2,538	254	51	20	12000	2.4	31	18600	3.72	RMC/RUDA
3	Chilakaluripet	Purushothamapatnam I&II	5,520	552	110	30	18000	3.6	80	48000	9.6	UDA
4	Nellore	RGk Colony	4,800	480	96	56	33600	6.72	40	24000	4.8	NMC/NUDA
5	Srikakulam	Patrunivalasa	1,904	190	38	20	12000	2.4	18	10800	2.16	SUDA
6	Pithapuram	Gorsa,	864	86	17	17	10200	2.04	0	0	0	KAUDA
7	Nandyal	SRBC, NMR Nagar, Ayyalurimetta	10000	1,000	200	100	60000	12	100	60000	12	KUDA
8	Chittoor	Near Penumura	576	58	12	12	7200	1.44	0	0	0	CHUDA
9	Visakhapatnam	Parawada	448	45	20	20	12000	2.4	0	0	0	GVMC/VMRDA
10	Visakhapatnam	Rathicheruvu	490	49	20	20	12000	2.4	0	0	0	GVMC/VMRDA
Total			28,868	2,887	599	315	189000	37.8	284	170400	34.08	

(p.t.o)

5) Beneficiary Selection:

- **Applications Call for Interested Members**
  - A notification will be issued seeking for applications, inviting interested members of TIDCO colonies to apply for workspace room in the TIDCO Livelihood Centre.
  - Applications will be scrutinized and social audit is performed to ensure eligibility based on predefined criteria.
- **Allotment of shops**
  - The shop will be allotted on a cost-to-cost sale basis to the SHG group of 2 to 5 members through a transparent mechanism based on the total sq.ft. to be allotted. (Construction cost + Administration charges) (Approximately cost per sq.ft. will be around Rs. 2,000/-).
  - Sale proceeds will be processed to the agency extending financial support for the construction of units after loan amounts are pooled through financial inclusion for the SHG member group.
  - O&M to be maintained by the total SHG groups who have been allotted shops.
  - This approach guarantees equal opportunity for all eligible applicants.
- **Formation of Common Interest Groups (CIG)**
  - Based on the livelihoods opted for by the selected beneficiaries, Common Interest Groups (CIGs) will be formed.
  - These groups will facilitate collective capacity building, market linkages, and mutual support among beneficiaries.
  - Financial Inclusion with Bank Loan support to the members concerned.
  - The SHG Beneficiaries of the TIDCO Colonies will be given first preference in shop allotment for establishing units by the Municipal Commissioner concerned.
  - Leftover shops will be allocated to Self-Help Group (SHG) members within the ULBs through the same procedure.

6) Training and Support:

- Skill Development: Entrepreneurship Development Programs (EDP) and sector-specific training will be provided to the beneficiaries.
- Market Linkages: Partnerships with e-commerce platforms, local businesses, and financial institutions will be established to support SHG entrepreneurs.

7) Monitoring and Grievance Redressal:

- Implementation Oversight: The Municipal Administration and Urban Development Department (MA&UD) will monitor the project implementation through concerned Municipal Commissioners.
- Grievance Mechanism: Grievances will be addressed at ULB and State levels via the Public Grievance Redressal System (PGRS).

7. The Commissioner and Director of Municipal Administration (CDMA), along with APTIDCO and MEPMA, are directed to take necessary action to ensure the timely completion of the TIDCO Livelihood Centres (TLCs).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S SURESH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner & Director of Municipal Administration(CDMA)

(p.t.o)

The Mission Director, MEPMA, Guntur.
The Managing Director, APTIDCO, Vijayawada.
The Commissioner, Rajamahendravaram Municipal Corporation &
ViceChairperson RUDA.
The Commissioner, Chilakaluripet & Vice Chairperson Palnadu UDA.
The Commissioner Nellore Municipal Corporation &Vice Chairman NUDA.
The Commissioner Srikakulam Municipal Corporation &
Vice Chairman SUDA.
The Commissioner Kakinada Municipal Corporation &
Vice Chairman KAUDA.
The Commissioner Kurnool Municipal Corporation &Vice Chairman KUDA.
The Commissioner Chittoor Municipal Corporation &
Vice Chairman CHUDA.
The Commissioner Greater Visakhapatnam Municipal Corporation &
the Metropolitan Commissioner VMRDA.

Copy to:

PS to Hon'ble Chief Minister.
PS to CS to Government of Andhra Pradesh.
PS to Hon'ble Minister (MA&UD).
PS to Prl. Secy. (MA&UD) Dept.
SF/SCs

// FORWARDED BY ORDER //

SECTION OFFICER